



# RED HAT PARTNER MARKETING ON DEMAND

DATASHEET

## FOR SUPPORT AND MORE INFORMATION, CONTACT YOUR REGIONAL SUPPORT TEAM:

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manager for Red Hat Partner  
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## HELPING OUR PARTNERS DO MORE BUSINESS, BETTER

Red Hat Partner Marketing on Demand accelerates campaign development and execution for eligible partners. The program delivers ready-made, yet customizable, turnkey assets such as marketing campaigns, collateral, and other demand-generation tools. Eligible partners can access Red Hat Partner Marketing on Demand conveniently from the homepage of the Red Hat Partner Portal to begin go-to-market strategy execution based on their target audiences and desired outcomes:

- **Email marketing:** Nurture leads, send prospects the latest offers and industry information, and sell more to your existing customers in a few simple steps. Fully integrated campaign content is provided for you by Red Hat, including the email landing page and the registration form.
- **Microsite:** Link customized emails and calls-to-action to co-branded microsite pages and receive instant notifications when recipients click through.
- **Event in a box:** These include everything you need to promote and manage registration for online or on-site events. You can customize, co-brand, schedule, and send e-mail invitations, reminder e-mails, and follow-up messages for your events. Download and co-brand event assets like presentations, collateral, and signage.
- **Solution showcase:** Keep your website updated with the latest news and portfolio information from Red Hat. Compelling content will encourage user engagement on your website and create lead opportunities through promotions, gated resources, and free software trials.
- **Metrics and reporting:** Accurately measure the success of e-marketing campaigns by generating detailed reports (including opens, bouncebacks, and other analytics), receive automatic notifications and details of registration forms submitted, schedule email blasts, and use preview and testing tools.
- **Flexible customization:** Select multiple areas of marketing templates to co-brand and customize with your logo, messaging, and selected imagery from the Red Hat image library. Some content can also be edited to better target your specific audience.
- **Social Media:** Easily interact with various social media communities and disseminate vital information. Automate blasts to go out via multiple channels at once to reach your target audience.



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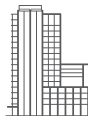
## BENEFITS OF USING RED HAT PARTNER MARKETING ON DEMAND

- Access marketing and business planning tools and guides.
- Position your brand in the market.
- Create new business opportunities.
- Increase demand generation for the global Red Hat portfolio (assets available in multiple languages).
- Stay connected with your prospects and customers.
- Extend your company brand and market reach.
- Build your sales funnel and revenue stream.
- Upsell and retain existing customers.
- Manage leads and measure campaign results through real-time dashboards and analytics.

Log in to Red Hat Partner Portal to access Red Hat Partner Marketing on Demand at [partner.redhat.com](http://partner.redhat.com).

## NEED TECHNICAL ASSISTANCE USING THE RED HAT PARTNER MARKETING ON DEMAND WEBSITE?

Visit the Partner Marketing on Demand section of the partner portal for support contact information in your region.

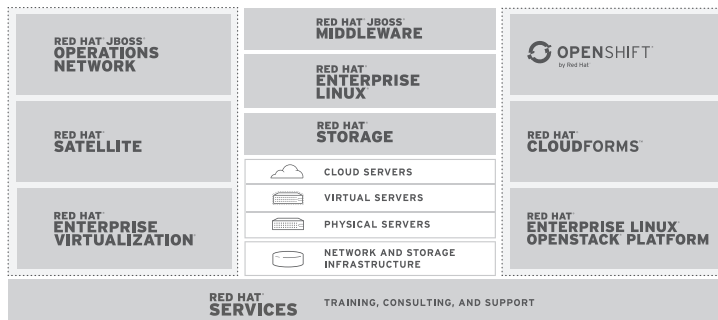


### ABOUT RED HAT

Red Hat is the world's leading provider of open source solutions, using a community-powered approach to provide reliable and high-performing cloud, virtualization, storage, Linux, and middleware technologies. Red Hat also offers award-winning support, training, and consulting services. Red Hat is an S&P company with more than 80 offices spanning the globe, empowering its customers' businesses.



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